

Managing Customers Successfully

Duration: 1 Day **Course Code: GK831176**

Overview:

Exclusive - Elevate Your Customer Success Skills!

Step into the "Managing Customers Successfully" workshop—a dynamic, hands-on experience designed for professionals who want to master the art of customer relationships. In just one day, you'll uncover the secrets to building trust, understanding customer motivations, and confidently handling even the most challenging interactions. Learn proven strategies to de-escalate tension, communicate with empathy, and turn objections into opportunities for growth. Whether you're face-to-face or joining virtually, this workshop delivers practical tools and real-world insights that will empower you to create positive outcomes and lasting customer loyalty. Don't miss your chance to transform your approach and achieve customer success with confidence!

Updated 21/04/2026

Target Audience:

Anyone looking to become a more effective communicator by ensuring the message they intend to send is clearly understood by others. Any one who is challenged in working with difficult moments and who would like to become strong relationship communicators.

Objectives:

- After completing this course, participants will be able to
 - Gain awareness of where tension can emerge and how to de-escalate situations
 - Better understanding of the main types and causes of difficult customer behaviors
 - Utilize key strategies to maintain professionalism while effectively communicating to ensure a successful outcome
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Prerequisites:

No formal prerequisites; basic communication or workplace interaction experience is recommended.

Testing and Certification

- None
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Follow-on-Courses:

- GK831172 - Strong and Effective Negotiations
 - GK831175 - Employee Emotional Intelligence
 - GK831177 - Managing Challenging Conversations
 - GK831178 - Estimation and Cost Management Concepts
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Content:

Module 1: Laying the Foundation by Building Rapport and Trust

- What do we mean by difficult customers and what might make a customer more challenging
- Identify ways to build trust
- Enhance one's ability to create a strong first impression and maintain it

Module 2: Understanding Customers

- Understand customer perceptions and what motivates them
- Identify and adapt to different personal needs customers may have in a more effective manner

Module 3: Enhancing Communication Skills for More Challenging Situations

- Gain awareness of assertive communication and how to manage one's emotions as well as others
- Understand the value of empathy and how to demonstrate it
- Active listening skills and how to develop more strongly
- Utilizing better questions to gain alignment

Module 4: Dealing with Pushback and Objections

- Learn key strategies and frameworks to gain confidence to deal with objections or push-back and have better insight of how to navigate next steps

Module 5: Next Steps

- Integration of different concepts and skills and application to real-life situations
- Discussion of key takeaways and areas to focus on for further improvement

Further Information:

For More information, or to book your course, please call us on 0800/84.009

info@globalknowledge.be

www.globalknowledge.com/en-be/